



Count Basie Theatre Foundation

“Let’s Face It” Campaign

The Count Basie Theatre Foundation

June 2011

In our newsletters to you, we usually update you on our progress and plans for the Basie, specifically with our capital campaign.

As our fiscal year comes to a close and as we begin to evaluate and plan for a “new year” I am able to reflect on our priorities, successes and areas that need more attention. It’s always wonderful to speak with members who rave about our diverse programming. It’s also reaffirming to overhear lobby conversations that marvel at the restoration efforts of the theatre. The CBT has been overwhelmed by the stories of the Count Basie Theatre Performing Arts Program (CBTPAA) and the impact of our Outreach Program in the Red Bank Public Schools.

All of these stories seem to carry a theme... a theme that a Basie show can transport an audience from the daily grind, while our CBTPAA classes/outreach efforts offer participants an opportunity to unleash their creativity outside of their daily curriculum.

Experiences like these resonate with me and continue to remind us what we are working to accomplish through the efforts of our capital campaign and why this work must continue.

-Arts/Culture Education—on site workshops and classes have an enrollment of over 1,000 school age and adult students. Our classes are taught by seasoned professionals who, in addition to their work here at the theatre, spend time in the classrooms of the Red Bank Primary and Middle Schools. Our Outreach Program aims to bring performance art to a population of students that would normally not be able to afford this type of extra-curricular activity outside of school.

-Historic Preservation—aside from the aesthetics of this 84 year old building, most of our renovations are to ensure the safety, comfort and convenience of our patrons. With the completion of the theatre’s façade, we have now turned our attention to upgrading our box office to accommodate the state of the art technology for ticket processing. Our other priorities are to increase the lobby spaces, restrooms and update the HVAC, lighting and sound equipment for the auditorium. In an effort to keep headlining entertainers coming to the Basie, we are also in need of renovations to our backstage and green room areas.

Your passion for the Basie is evident, we now boast an active membership of 1,500 families. We have also received capital contributions from many of you this fiscal year—we are grateful for your generosity. However, there is still work to be done! In addition to your support as members, we ask you to consider supporting us through a pledge or one time gift to the Basie. This is your theatre and we want you to be a part of its present and its future.

Regards,

Rusty Young
CEO
Count Basie Theatre Foundation

Statistical Update:

Goal:	\$2,000,000
Raised to Date:	\$710,151
Percent of Goal:	36%
Number of Gifts:	209

The façade restoration is funded in part by The New Jersey Cultural Trust with project assistance by the New Jersey Historic Trust

What's in a Name?

Your legacy, your advocacy forever associated with a piece of national history. Opportunities include:

-Building Façade	\$5,000,000
-Main Auditorium	\$2,000,000
-Stage	\$500,000
-Performing Arts Academy Rehearsal Studio	\$400,000
-Lobbies (Upstairs and Street Level)	\$350,000 each
-Box Office	\$350,000
-Green Room	\$300,000
-Artist's "Alley" (Stage Entrance)	\$200,000
-Lobby Concession Bar (Street level)	\$150,000
-Dressing Rooms	\$100,000
-Lobby Concession Bar (Upstairs)	\$100,000
-Lobby Staircases (2)	\$25,000 each
-Take Your Seat	\$500-\$5,000 based on seat location

*Significant gifts to the Scholarship Fund for the CBTPAA students and for the support of our Outreach Program in the Red Bank Public Schools may also be recognized with naming opportunities.

Foundation Events

Four shows in the CBT line up this summer directly benefit the Count Basie Theatre Foundation in raising funds to assist with operating expenses, capital needs and funding for Performing Arts Academy and Outreach scholarships. We invite you to the following shows to experience unique evenings of entertainment while supporting the Basie in a special way.

The Fab Faux concert on June 25th will not only be a celebration of music but also honor 10 years of presenting this show at the Basie and raising \$1.5 million for the benefit of several non-profits. Through a "Share the Gift" donation, a generous benefactor has made it possible for the CBTF to offer 10 local non-profit organizations the opportunity to purchase tickets at a discounted price. This offer is a gift from the Foundation as a "thank you" to these fellow non-profits for their service and advocacy for the community through an enjoyable evening of music.

Later this summer, the Two River Theater will be hosting three benefit shows with meet/greet and VIP opportunities for our guests. On July 15th Marc Cohn, Grammy winning artist will return to the TRT for an acoustic night of songs and storytelling, followed by Joan Osborne on August 12th. The series concludes on Sunday, August 21st with a performance by Judy Collins a luminary in the music industry since the early 60's.

Contact Rachel O. Warnick for ticket/VIP information at rwarnick@countbasietheatre.org



Photos: (above) Gala Honoree Steven Schultz and his wife Jaime; (left) Gala Chairs Kelly Zaccaro and Janice Knopf; (bottom left) Gala Honoree Bill Marraccini and his wife Vikki; (below) a view of the party on stage at the 2011 Speakeasy Ball



Remember:

1. It costs \$6 million annually to run the Count Basie Theatre
2. The Count Basie Theatre is a non-profit, 501c3 charitable organization
3. Ticket sales account for less than 50% of funds needed to operate the theatre

For further information regarding ongoing fundraising efforts, please contact:
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